



erik larson

graphic design | television | film

experience

2/13-present Art Director/Designer/Producer, **GSN-GAME SHOW NETWORK**, Los Angeles, CA

- Creation of key art for all network shows, from concept and design to final execution.
- Direction of photo shoots with internationally-known celebrities; retouching of gallery photos.
- Leadership of department designers, and quality control of graphics created in-house.
- Logo/show concept and design; design and animation of logo for online channel Door 3.
- Lead team creating set for promotional tie-in with major motion picture Ted 2.
- Team responsible for double-digit growth across all demos and highest ratings in network history 2 years in a row.

8/10-2/13 Graphic Designer, **KABC-TV/ABC 7**, Los Angeles, CA

- Creation of daily on-air graphics in deadline-driven environment for top-rated local news programs and national entertainment show "On the Red Carpet"
- Additional projects included sales and promotional print ads.

7/03-7/10 Graphic Designer, **KTTV-TV/FOX 11**, Los Angeles, CA

- Organization and creation of daily on-air graphics in time-sensitive environment for highly-rated morning local news/entertainment program "Good Day L.A." plus national entertainment show "Good Day Live"
- Title/package animations for special segments for "Good Day L.A." and Fox 11 morning news.
- Additional projects included on-air sales, contest and promotional spots, syndicated programming spots.

8/00-6/03 Graphic Designer, **WLS-TV/ABC7 NEWS**, Chicago, IL

- Creation of daily on-air news graphics in fast-paced environment using Quantel Paintbox as well as designing title/package animations for special segments.
- Print projects included station identity folder, annual sponsored golf event booklet, B&W and 4-color materials for brochures and newspapers, lighted commuter displays.

9/98-1/03 Graphic Designer, **WCIU-TV/WEIGEL BROADCASTING**, Chicago, IL

- Design and creation of graphics for on-air promos and commercials, segment opens for educational programming.
- Station identity redesigns as part of a small in-house design team.
- Print projects included B&W and 4-color newspaper ads, sales support materials (t-shirts, postcards, parade accessories, maps and broadcast calendars) and outdoor advertising.

8/92-3/00 Art Director, **BAKER & TAYLOR ENTERTAINMENT**, Morton Grove, IL

- Supervision, management, scheduling, interviewing and hiring of Art Department's design staff.
- Production of weekly and monthly publications, each market specific (video stores, music stores, libraries, consumers). Department designed a variety of support materials, produced trade/tag ads, display pieces for industry events.
- Implementation and design/production of MediaScope, a 4-color consumer publication.

• **INSTANT GRATIFICATION Music Video**, Los Angeles, CA Direction/Video Effects/Editing

• **LANDMARKS PRESERVATION COUNCIL**, Chicago, IL Fundraiser Print Pieces

software

- MacIntosh: Photoshop, After Effects, Illustrator, Premiere Pro, Final Cut, InDesign, QuarkXpress; Quantel.
- Working knowledge of Windows OS; Avid iNews; Microsoft Word; Powerpoint; VizRT

interests

Independent Filmmaker, **LARS-ERIK FILM PRODUCTIONS**

- Established a reputation as an independent filmmaker; written, produced, directed, shot and edited several shorts and features on Super-8 and 16mm film as well as digital format.
- Credit sequences animated by hand using traditional stop-motion techniques.
- Meter Girls was awarded a bronze Telly for low-budget filmmaking
- Profiled on PBS' TV show "Wild Chicago."

Historic Preservation, **LOS ANGELES HISTORIC THEATRE FOUNDATION**

- Member of organization dedicated to preserving the architecture of historic theatre buildings.

contact

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